USA TV

USArmenia
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USArmenia

USATV is a twentyfour hour broadcasting station located in the heart of southern California's media district in Burbank. Our headquarters, located on Alameda Ave., comprise of 40,000 sq ft of offices and a 15,000 sq ft studio, that is used for local shows and productions.

We are currently broadcasting on **Charter Cable channel 286**, on **Globecast satellite 117** and on the **Dish Network nationwide with viewership of over 100,000 households**, as well as free to air television.

All our productions are of the highest quality with HD Cameras, broadcasting equipment and editing. Our lineup consists of original programming from armenia as well as local programming, the highlight being the news program which airs daily with local, national and international news, as well as direct news four times a day from the Republic of Armenia. We work in conjunction with the Armenian Reporter, an english language weekly newspaper that has over 50,000 circulation in the United States. We also have our reporters in Washington DC.

We have exclusive rights to showcase all the films in the Hay Film Library, which is a collection of Russian and Armenian films starting in 1937, of which over 550 films have been restored to **HD quality**.

All of our productions and Broadcasts are HD quality, and we have our own Outside Broadcasting Van equipped with 12 HD cameras and HD equipment so we can cover any event throughout southern califonia with the same broadcast quality as our studios.

Armenia Diaspora
One film story
the Century
discovery
My Big Fat Armenian Wedding
ARMENIA
BERNARD SHOW

USArmenia television

LARGEST ARMENIAN TELEVISION OPERATION IN THE U.S. MARKET

Armenia enters high season for tourists

Two Armenian artists in Prague

Preservation meets on boundaries at ACMA

the armenian reporter

CS Media launches USArmenia Television

Largest Armenian television operation launched in the U.S. market

See story on page 4

Reporter.am

the armenian reporter

CS Media Enterprises launches USArmenia TV

BURBANK, CA. – CS Media Enterprises, LLC, a partnership between the Cafesjian Family Foundation and the Sargsyan family, has launched its first U.S.–based broadcast operation, USArmenia Television. This new-age media entity has been created to deliver news, information, and entertainment to
21st-century viewers across a wide range of contemporary and emerging media platforms.

The new channel, the largest Armenian television operation ever launched in the United States, is now available on cable systems in Southern California cities boasting large Armenian populations, and will soon be distributed coast-to-coast in North America on the Globecast World TV satellite service. In the near future, USArmenia Television will be available around the world via the Internet and cell phone webstreams.
CS Media is developing a new media portal at USATV.com. The new portal will enable viewers to access to the entire CS Media family of companies – including USArmenia Television, USATV, Armenia TV, CS Films, Hye Film Studios, and the Armenian Reporter.

CS Media Enterprises' U.S.–based operations will be headquartered in a newly acquired 35,000 square foot facility in Burbank, the entertainment capital of the world and home to neighboring global media conglomerates Walt Disney, ABC, Warner Brothers, and NBC-Universal. In just a few weeks, USArmenia Television has established itself as a major operator in the diaspora television market. The new channel delivers an exciting lineup of original and licensed programming from a wide range of genres from news and information to drama and comedy.

CS Media Enterprises' new Burbank headquarters has been outfitted with state-of-the-art broadcasting equipment. USArmenia Television is the first Armenian television operation in the world to broadcast in full high definition.

USArmenia Television original content is broadcast in the English language. The high-quality programming will appeal to both Armenian and non-Armenian audiences around the world. USArmenia Television's seasoned media professionals are already developing new programming and planning joint productions with some of the largest media conglomerates in Hollywood. Utilizing its global resources and its talented team of professionals, CS Media will produce programs locally at USArmenia Television's newly established studios in Burbank and at CS Media's vast studios and production facilities in the Republic of Armenia.

Over the last decade, the Cafesjian Family Foundation and the Sargsyan family have built CS Media into the largest independent media company serving the Armenia community. The launch of USArmenia Television, the most significant investment in the United States by an Armenian media company, will be another major step in bring the community closer together.

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The Armenian Opportunity

The Armenian-American Community: Demographic Data

Southern California and nationwide

about **1.4 million** Armenian people in USA

about **600.000** Armenian people in SoCal

The United States is home to some 1.4 million Armenians.

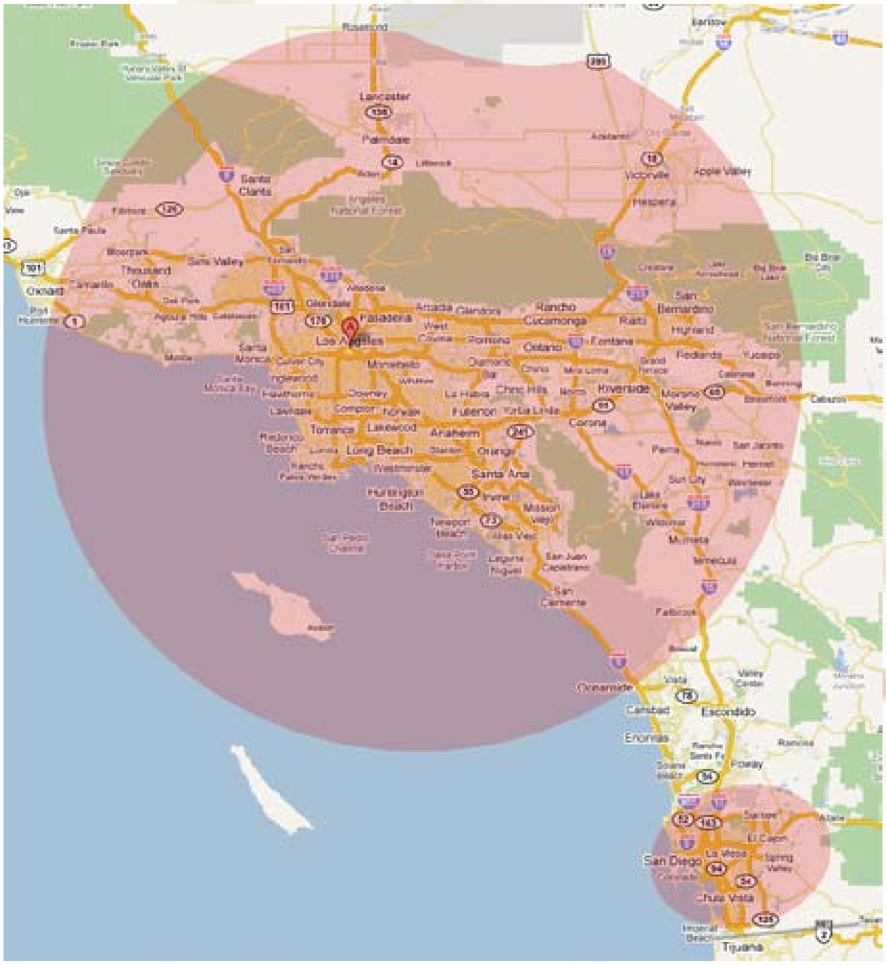
More than one hundred years old, the Armenian-American community is spread across several states on both the East and West coasts. California has the largest concentration of Armenians, with sizeable communities in the Greater Los Angeles area, San Diego, Fresno, the San Francisco Bay Area, Monterey County, and elsewhere. In recent decades, Armenian communities have also developed in Las Vegas, Nevada; and Phoenix, Arizona. Other significant, and long-established, communities include Boston, Massachusetts; Detroit, Michigan; Philadelphia, Pennsylvania; Paramus, New Jersey; New York City, New York; and Providence, Rhode Island. In cultural terms, the Armenian-American community is marked as much by its highly successful adaptation into the American mainstream as its preservation of the Armenian identity and cultural heritage. Armenian-Americans continue to have major contributions in American life through the fields of politics, art, literature, education, science, journalism, sports, and philanthropy. Close-knit families, communal bonds, and a sense of shared history and culture are at the heart of the Armenian-American community. Most Armenian-Americans are fluent in either of the two major dialects of the Armenian language. Known for being extremely hard-working and entrepreneurial, most Armenian-Americans command above-average income levels and consistently occupy top spots in consumer-spending indexes.

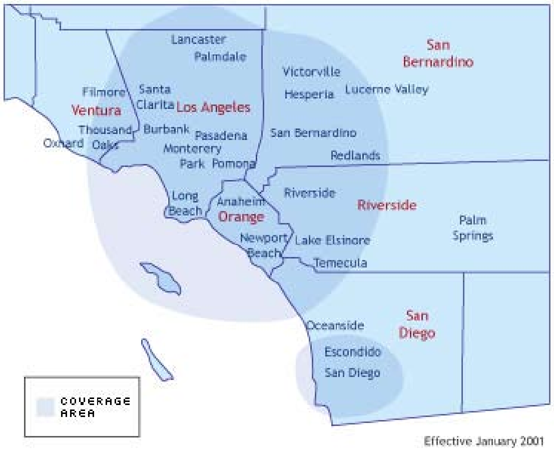
USArmenia TV caters to the diverse demands and expectations of Armenian-American audiences. The station's programming comprises up-to-the-minute news (broadcast variously in the Eastern-Armenian and Western-Armenian dialects as well as in English), talk shows, original series, soap operas, documentaries, talent shows, game shows, and reality shows.

As a general principle, USArmenia TV strives to satisfy the gamut of Armenian-American interests and age groups, providing equal coverage to world news, local news, and Armenian news, and offering a multifaceted package of original programming designed to appeal to and sustain a critical mass of Armenian-American viewership.

Given its innovative, diverse programming as well as superior production values, USArmenia has fast become the premier television outlet for Armenian-American audiences. With its popular shows, 24-hour programming, and consistently high ratings, USArmenia provides an ideal conduit to local and national advertisers and sponsors for reaching and getting their message across to hundreds of thousands of Armenian-American consumers.

Basic Free to air channel (18.5) coverage




Lancaster
Palmdale
San Bernardino
Victorville
Hesperia
Lucerne Valley
Filmore
Ventura
Santa Clarita
Los Angeles
Thousand Oaks
Oxnard
Burbank
Pasadena
Monterery Park
Pomona
San Bernardino
Redlands
Long Beach
Anaheim
Orange
Riverside
Riverside
Palm Springs
Newport Beach
Lake Elsinore
Temecula
Oceanside
Escondido
San Diego
San Diego
COVERAGE AREA

Effective January 2001

USArmenia airs on channel 18.5 as a basic free to air channel throughout large territory of souther california.

As a basic channel this transmission makes possible for any household in the entire territory of LA county and Southern California to watch USArmenia without any additional equipment, satellite dish and monthly payments.

This Makes USArmenia Available for potentially 250,000 Armenian households for no charge.

Channel 18.5 is Broadcasting to the 5.9 million TV households in the Los Angeles and San Diego areas.

USArmenia TV the best Armenian channel

USArmenia TV is available as basic free to air channel in:

- Glendale
- Burbank
- La Crescenta
- Montrose
- La Canada
- Pasadena
- Alhambra
- Monterey Park
- Montebello
- North Hollywood
- Hollywood
- West Hollywood

- Santa Monica
- Beverly Hills
- Belair
- Westwood
- Culver City
- Van Nuys
- Sun Valley
- Sunland
- Tujunga
- Sherman Oaks
- Encino

- Tarzana
- Reseda
- Woodland Hills
- Northridge
- Granada Hills
- Calabasas
- Thousand Oaks
- Canoga Park
- Agoura Hills
- Studio City
- Chatsworth

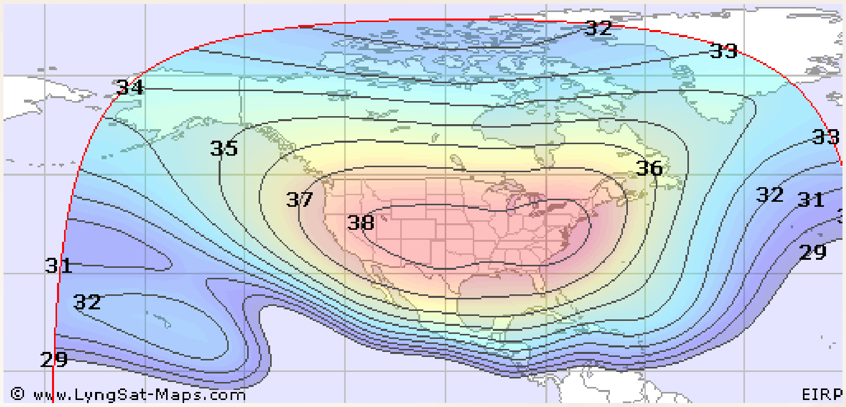
- Simi Valley
- San Fernando
- Winnetka
- Malibu
- Inglewood
- Brandwood
- Arcadia
- Azuza
- Glendora
- West Covina
- El Monte

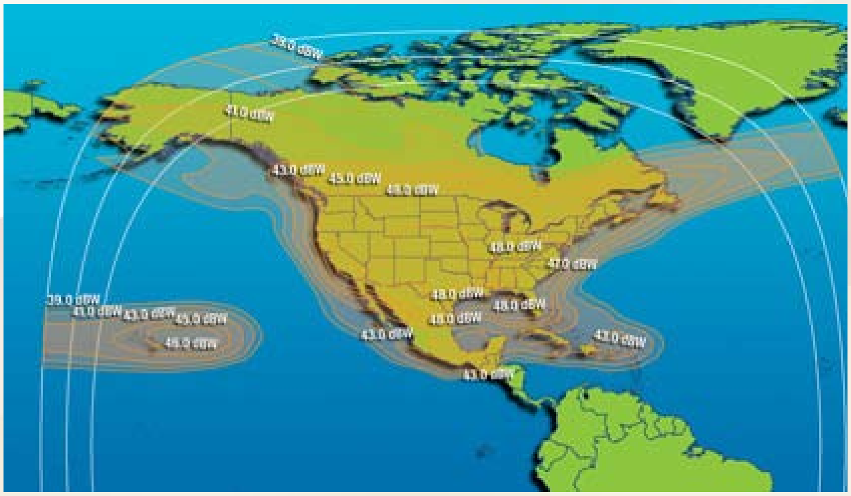
- La Habra
- La Mirada
- Norwalk
- Belflower
- Gardena
- Hawthome
- Marina Del Ray
- Bria
- Placentia
- Manhattan Beach
- Long Beach

- Lynwood
- Compton
- San Dimas
- Ontario
- Corona
- Santa Fe Springs
- Pico Riviera
- Toluca Lake
- Panorama City
- La Vern
- Big Bear

USArmenia

Globecast (117) Coverage





In the United States, WorldTV is the third-largest DTH platform and the leading source of international content. Carrying over 200 Channels from 40 countries in 30 languages via Intelsat's Galaxy 25 satellite, World TV targets the 23 million Americans who speak a language other than English or Spanish at home.

USArmenia is channel 117 on Globecast World TV. It is free to Air channel, so all 23 milion viewers can watch USAremnia channel reach programmking for free. The estimate of Armenia households watching World TV is about 25.000.

WORLD TV IN CALIFORNIA

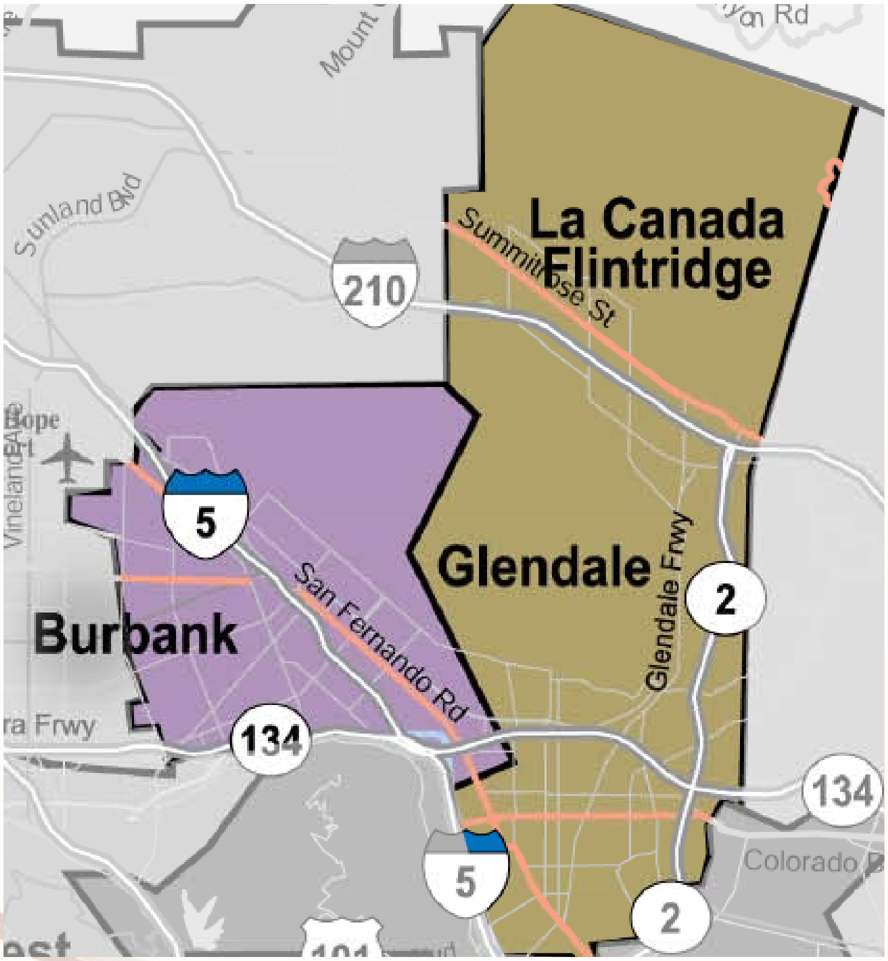
World TV California covarage is reaching about 20.000 Armenian households. SInce it is free to air transmition, the number can very time by time depend on new connections and instalations of Galaxy 25 sateliite.

San Fernando Valley

By deferent estimates Globecast World TV has about 12.000 Armenian households watching free to air programing from Galaxy 25 satellite in San fernando Valley. USArmenia channel as a free to air channel reach all those households.

Charter (286) coverage

Charter
COMMUNICATIONS
A WIRED WORLD COMPANY™


on Rd
Mount
Sunland Blvd
210
La Canada Flintridge
Summitrose St
Hope
rt
Vineland Ave
5
San Fernando Rd
Glendale
Glendale Frwy
2
Burbank
ra Frwy
134
134
Colorado B
5
2

USArmenia channel airs on Charter Ch 286, which reach the communities of Glendale, Burbank, La Canada, Montrose and La Crasenta.

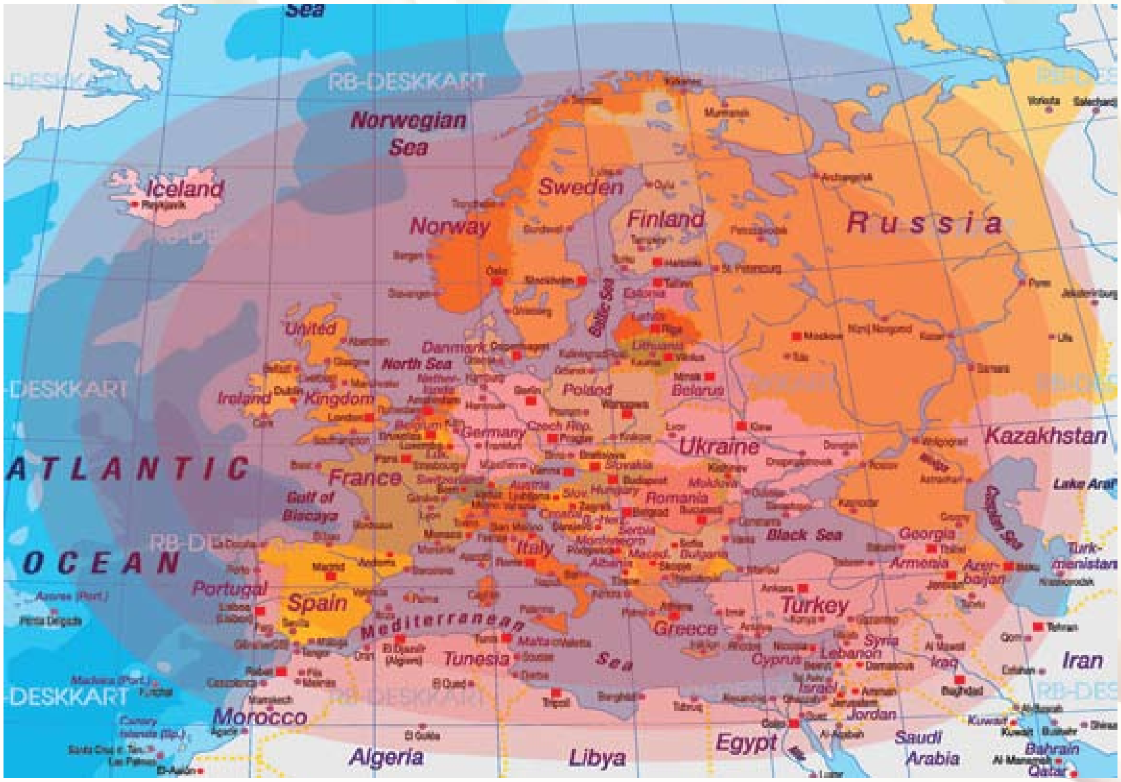
Charter reaches about **75.000** homes within these communities.

Total Estimate of Armenian homes in Charter cable is about **35.000**.
USArmenia is free to air 24/7 channel, so all Armenian and non Armenian viewers can watch its programs for free.

This information based on official letter from Charter Media.

USArmenia

HotBird Coverage


Sea
RB-DESKKART
Norwegian Sea
Iceland
Reykjavik
Sweden
Finland
Norway
Russia
United Kingdom
Ireland
Denmark
North Sea
Baltic Sea
Estonia
Latvia
Lithuania
Poland
Belarus
Germany
Czech Rep.
Ukraine
Kazakhstan
Lake Aral
ATLANTIC
OCEAN
France
Gulf of Biscaya
Romania
Moldova
Hungary
Serbia
Montenegro
Italy
Bulgaria
Black Sea
Georgia
Armenia
Azerbaijan
Caspian Sea
Turkmenistan
Portugal
Spain
Mediterranean Sea
Turkey
Greece
Syria
Lebanon
Cyprus
Iraq
Iran
Tunesia
Morocco
Algeria
Libya
Egypt
Israel
Jordan
Saudi Arabia
Kuwait
Bahrain
Qatar
DESKKART

The **HOT BIRD™** Satellites family at 13° East, is one of the largest broadcasting systems in Europe, delivering nearly 1100 TV channels to more than 120 million TV homes in Europe, North Africa and the Middle East.

HOT BIRD™ satellites provide full coverage of Europe, Middle East, Russia and also parts of Africa & Asia.

Direct-To-Home reception in beam centre is possible with antennas smaller than 70 cm, and with slightly larger antennas, throughout Europe, North Africa and as far East as Moscow and Dubai And Yerevan.

USArmenia is on the first 200 channel list, which makes it one of the most viewable channels in the HOT BIRD.

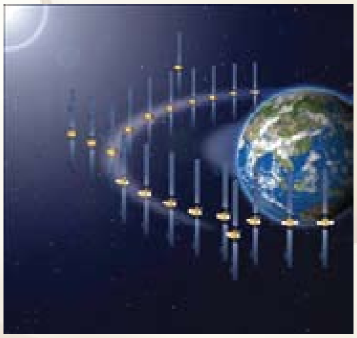
Curently USArmenia TV has about **200.000** viewrs, which makes it the only Armenian channel with largest worldwide distribution.

USArmenia channel s broadcasting its own same original programming on all cables, satellites and free to air, which means all advertising available on every market worldwide.

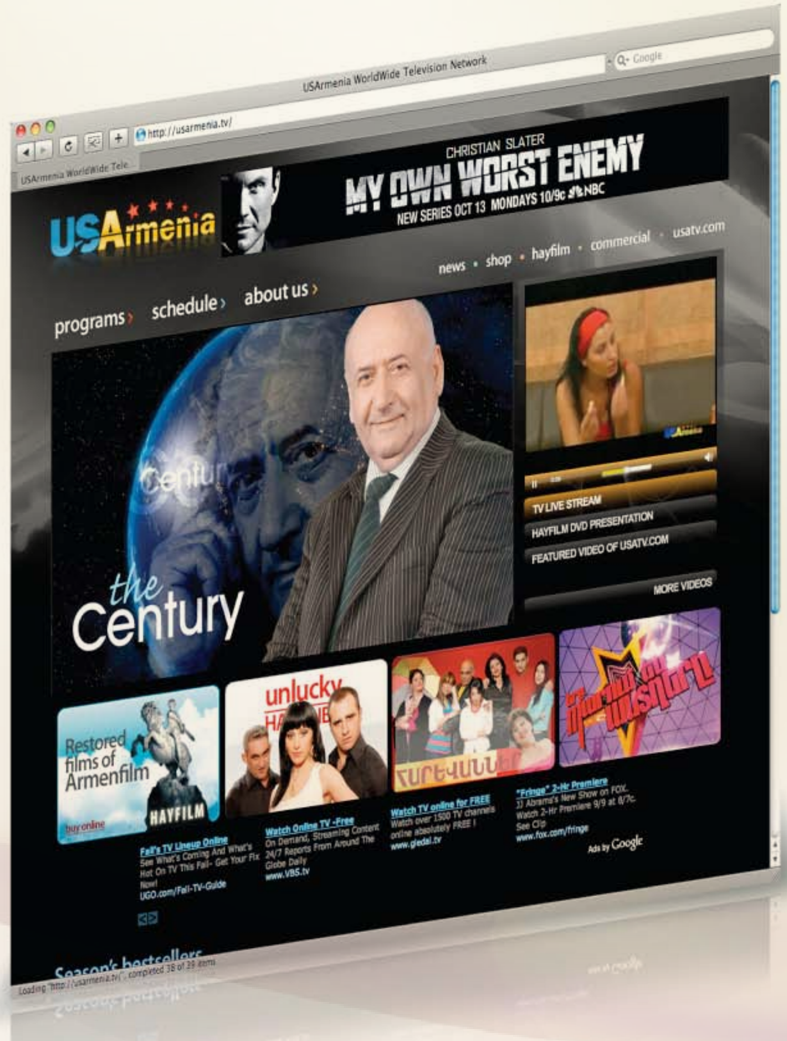
The parameters of USArmenia TV Channel's platform are:

Satellite – HOTBIRD 13 degrees East
Frequency – 10.971 MHz
Polarization – Horizontal

FEC (Frequency Error Correction) - 3/4
S/R (Symbol Rate) – 27500
Transponder: 123



Website and Live Stream


USArmenia WorldWide Television Network
http://usarmenia.tv/
CHRISTIAN SLATER
MY OWN WORST ENEMY
NEW SERIES OCT 13 MONDAYS 10/9c NBC
USArmenia
news · shop · hayfilm · commercial · usatv.com
programs › schedule › about us ›
the Century
TV LIVE STREAM
HAYFILM DVD PRESENTATION
FEATURED VIDEO OF USATV.COM
MORE VIDEOS
Restored films of Armenfilm
HAYFILM
buy online
unlucky
Ads by Google
Season's bestsellers

LIVE BROADCAST OF USARMENIA TV IS AVAILABLE WORLDWIDE FOR ANY TYPE OF COMPUTER, NO NEED OF SPECIAL CODECS OR SOFTWARE.

EXEPTIONAL HIGH QUALITY VIDEO

HTTP://LIVE.USARMENIATV.COM

USArmeniaTV Programs

THE CENTURY

Historical overview – famous anchor Artem Sargsyan tells the audience about the dark pages of the Armenian history, which have never been highlighted before to the public.
The Century – a historical excursion!

DISCOVERY

”Discovery” explores the secrets of our environment, the important events of history and natural disasters; discoveries on human nature and space, and finally, the current problems awaiting their solutions.

EXPRESS

News, political analysis, live dialogues, live transmissions from different parts of the world, exclusive video-materials from the European Bureau of ARMENIA TV, business, culture… In one word, everything that is necessary to get informed.

Big Fat Armenian Wedding
Big Fat Armenian Wedding
ARMENIA

MY BIG FAT ARMENIAN WEDDING

Time is changing, but some traditional wedding customs continue to be a part of the modern Armenian wedding. “My Big Fat Armenian Wedding” shows Armenia TV viewers how new marriages are formed, the customs, celebrations, traditions that go into planning, executing and celebrating weddings. This program also supports newly forming families by sharing their stories with the public and offering them wedding dresses and accessories from prestigious stores in Yerevan.

USArmeniaTV Programs

RAVENGER

More than 10 World Karate Champions have been working on this Project. High professionals of action genre, many bloody episodes, exploding bombs etc.

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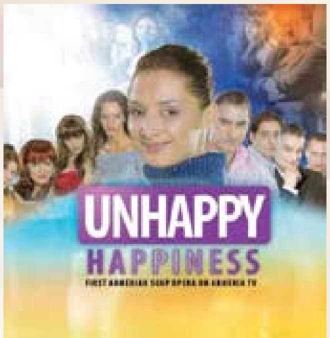
NEIGHBOURS

A humoristic Armenian soap-opera about neighbours living next-door. Neighbours, who appear with funny and comical intrigues. With its interesting and motivating plot the soap-opera fully entertains the TV-audience, keeping everyone excited.


UNHAPPY
HAPPINESS
FIRST ARMENIAN SOAP OPERA ON ARMENIA TV

UNLUCKY HAPINESS

The first Armenian series “Unhappy Happiness” is airing on Armenia TV from September 17 2007. 120 tensed series. Passion and self-devotion, love and betrayal, wealth and loss. Real feelings and real life. Life, where happiness

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DESTINY CAPTIVES

A multi-episode film on the border of screen and reality! A film about the ups and downs of human life, where a human being can appear with the most dangerous characteristics… In this film, as in real life, unfairness finds victims and captivates them. Each episode is paradoxical… It is a basic film about complicated reality

USArmeniaTV Programs

THE COST OF LIFE

Artashes Roubinyan is one of the richest and influential personalities of the city, who has steady social position, an enviable family, an aristocratic wife and a smart son. But there comes a time, when Artashes's world starts to fall apart, mess up and tear down… All of the sudden he faces new enemies, while the previous ones start acting with new strength and power to destroy his family. Artashes comes to realize that he needs to pay for his sins and that everything has to be compensated in this life, but at what cost?

11

They are 11, 11 people decided to take a rest in a place far from the civilization. But none of them realizes, what it really means to get away from the real world. The time will pass and they will start become fewer one after another, and there is no one who can stop that awful machine.

BLOODY SULTAN

USArmenia TV presents "Bloody sultan" multi-series film based on the historical novel of Yervand Otyan telling about the times and incidents following the Big Genocide

2 ARMANS & "KONKRET SHOW"

Two Armans who are loved by everybody present you the " KONKRET SHOW" which is a new funny and very interesting project full of surprises consisting 3 rounds. They put loved and popular Armenian STARS in amusing and unexpected situations…

USArmeniaTV Programs

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NEW YEAR'S FILM

Not that long ago, in 70s, there weren't nice buildings and supermarkets, Jeeps and Hummers, and even the problem of the apartment wasn't a priority, and people barely knowing each other could live under one roof!.

One film story

ONE FILM STORY

This is a new TV-project, a documentary film-series, each one of which features one Hayfilm production film, covering its creation history, shooting details, focusing on the forgotten facts and arguments, revealing behind-the-scenes videos.

BERNARD SHOW

BERNARD SHOW

The most popular TV-program with the most famous humorists Armen Vardanyan and Artem Markosyan on ARMENIA TV…

- Amusing jokes and anecdotes, comical & hilarious stories, lots of surprises.
- Curious questions and interesting answers.
- Entertainment, smiles and laughter.

YERE:1

A funny TV program made from small stories and presented by famous humorists Hovo, Mench, Delon, etc. This program shows the episodes from our everyday life, that we actually do not notice. The program tries to show that in any action, humor is always there.

USArmeniaTV Programs

COOL PROGRAM

With Hayk Marutyan and Mkrtich Arzumanyan. Short and sweet sketches, obvious visual humor and plenty of eccentrics. Witty, lowbrow burlesque comedy...

DROP OF HONEY

A humorous program in which amusing conflicts are discussed, taken from our everyday life which due to the acting skills of the experienced actors, from ‘’one drop of honey’’ turn into humorous and amusing scenes.

BLEF

A funny humorous TV program,which is hosted by famous showman Mench.Through the hidden camera he shows The Armenian celebrities in very funny and hilarious situations. This show gives you the chance to see the actions of Armenian stars in extreme situation.

LOS ARMENIOS

When Hovo goes on a visit,we can expect everything.How famous Armenians live in the USA,what they do,all this will be presented by the most unexpected and funny guest Hovo

USArmeniaTV Programs

PS CLUB

A stand-up comedy TV-show delivering jokes with music and club humour. The performers, who are professional comedians, nimbly play off the mood and tastes of their particular guests each time and adjust their routine accordingly.

WHEN STARS DANCE

Armenia TV Channel together with the Pan-Armenian Council of Dancing and Sport-Dance have launched a new TV project - When Stars Are Dancing. Well-known artists, politicians and professional dancers are taking part in this TV project and they are to form dancing pairs via SMS voting of TV-audience.

PANARMENIAN STAR

Stars are usually born once every thousand years, but there are unique cases, when you can see a cluster of stars coming into view all at once - this is only when "Armenia TV" is the Galaxy and "Tata Production" is the Star-producer!

SUPER DUET

Seven duets out of the offered fourteen singers are chosen by TV-audience via SMS voting during one-month period. The results of which are then announced at the opening concert, where each of the formed seven duets chooses two other team members.

USArmeniaTV Programs

TV DUEL

Social-political programs, in which different social and political figures take part and problematic issues are discussed. During the program there are conflicts and argues. During the program due to the voting of the viewers it becomes clear who the winner of the duel is.

MAF CLUB

Armenia Tv together with Sharm Holding presents Mafia intellectual game based on the same game, and famous people will participate.

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DEAL OR NO DEAL

DEAL OR NO DEAL

Based on the successful format from Endemol that has aired in over 35 countries, “Deal or No Deal” is produced by Endemol USA, a division of Endemol Holding. David Goldberg is the president of Endemol USA. The series is executive-produced by Scott St. John.

TELE KITCHEN

A delicious cuisine TV-program spiced up with humour. A delicious cuisine TV-program spaiced up with Favourite artists Hasmik Karapetyan and Hovo are preparing tasty,yet easy to cook meals.Inventing on spot new recipes of soups,meat and vegetarian dishes of desserts!

USArmeniaTV Programs

NEWS

News is our profession and we are proud of providing you with them. We put all the effort, sources, and opportunities of ours to help you to feel you in the center of everything.

LIVE FROM AMERICA WITH ARA KAZARYAN

The famed host Ara Kazaryan's focus is to get across diverse topics such as politics, science, literature by welcoming celebrities and newcomers from Armenia and across the world. Straightforward discussions, fascinating discoveries, and latest news this is all on USArmenia, "Live from America with Ara Kazaryan".

ARMENIAN
ADVISORY
CONTENT IS ADDICTIVE
The Armenian
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THE ARMENIAN

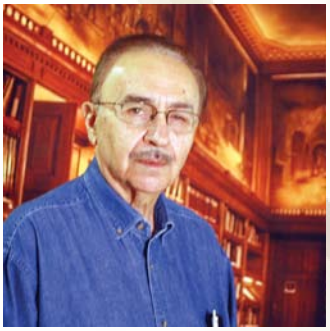
Semantics, choice of words, and speaking a dialect free of foreign words is one of the issues that Partamian addresses on his weekend call-in show called "The Armenian." This live broadcast gives viewers an opportunity to discuss Armenian identity and address issues like who is an Armenian, whether Armenians have to be Christians, and what constitutes Armenian national identity.

DIRECTIONS WITH RAFFI MANOUKIAN

A program directed at current events and political issues in the local and regional areas of the greater Los Angeles.

USArmenia

USArmeniaTV Programs



THE ARMENIAN TELETIME

Since 1978 The Armenian Teletime brings you a veriety of programs including vews, interviews ethnic and contemporary music and comedy.

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OUR LANGUAGE, OUR SPEECH

Armenia TV presents 2 scientific-educational programs, series of Artem Sargsyan “Our language, our speech” and “The Armenian History”.

THE ABC BOOK

Hrant Tokhatyan will present the favorite ABC-book series for kids-with new format, new style, but with the same Hrant.

YO-YO

An exciting and colorful show-program, i.e. a hippest place for 3 - 10 year olds to get together, play games, sing songs and have fun. The most popular animated characters of “Ashtarak Kat” ice cream are chosen to entertain kids by means of really interesting activities and a bunch of games. The most active participant children get prizes by “Ashtarak Kat” in the end.

Price List

A COMMERCIAL SPOT UP TO 30 SECONDS:

Prime Time A from 5:00PM to 11:00PM	One Spot	**$99**
Prime Time B from 11:00PM to 12:30AM	One Spot	**$69**
Night Time from 12:30AM to 7:00AM	One Spot	**$79**
Day Time A from 7:00AM to 2:00PM	One Spot	**$29**
Day Time B from 2:00PM to 5:00PM	One Spot	**$39**

USArmenia has 24 hour, 7 days a week broadcasting single channel feed which means there are no seperate payments per coverage area, all commercials included in the total area of coverage.

PROGRAM SPONSORS:

News	Armenia & Local	(7 days/ week)	$3500
YO YO	Children's Programming	(7 days/ week)	$3000
Blitz	Music Entertainment News	(7 days/ week)	$2500
Help With Stress		(7 days/ week)	$2500
Herousda Khohanotz		(5 days/ week)	$3000
Bari Luys		(5 days/ week)	$3000
Bernard Show		(5 days/ week)	$3500
Cool Program		(5 days/ week)	$4000
Unlucky Happiness	Armenian Soap Opera	(5 days/ week)	$4500
Neighbors	Armenian Soap Opera	(5 days/ week)	$4500
Globo TV "Clone"	Brazilian Soap Opera	(5 days/ week)	$3000
Express		(5 days/ week)	$2500
My Big Fat Armenian Wedding		(3 days/Week)	$3500
Fathers and Sons		(2 days/ week)	$2500
The Armenian		(2 days/ week)	$2500
When the Stars Dance		(2 days/ week)	$3000
Century		(2 days/ week)	$2500
Medical		(2 days/ week)	$2500
PS Club		(1 day/ week)	$2500
Film Story & Armenian Film		(1 day/ week)	$2500
Super Duet		(1 day/ week)	$2500

USArmenia

USArmenia TV ARE WATCHING
about 3.5 Million Armenians worldwide!

USArmenia TV , USATV LLC
2727 West Alameda Ave,
Burbank, California, 91505
Tel: 818955 9933
Fax: 818 955 8799

Comercial Department: 818 955 9933 ext. 777
Advertising Placement: 818 800 3311
Accounting and billing: 818 955 8913
Technical department: 818 955 9933 ext. 111
Programing department: 818 955 9933 ext. 235
Media Planing department: 818 955 9933 ext. 600
News Department: 818 955 9933 ext. 238